



VISTAGE™
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March 30, 2009

Fred Firestone
Principal
Ethical Selling Institute
7730 Carondelet, Ste. 106
St. Louis, MO 63105

Dear Fred:

I wanted to follow up with you on the presentation **“Differentiate or Attenuate”** that you gave to my three Vistage Groups (2 CEO groups and one Key Executive Group) earlier this month.

My members found the information on sales and customer service tactics that help not only land new customers, but enhance and retain the revenues from current ones very useful. They especially appreciated the introduction to the concepts of **The Ethical Factor** (trust, credibility, partnership) and the **Core/Outer Core differentiation model** to determine where The Ethical Factor’s use may be most effective.

Your scores for the three presentations on a 1-5 scale (from Vistage CEO groups who’ve heard our best and grade hard) were as follows:

	<u>Group 1</u>	<u>Group 2</u>	<u>Group 3</u>
Content	4.38	4.63	4.5
Delivery	4.23	4.36	4.1

I received a number of very positive comments from members after the meeting. 100% of the members recommended you for other Vistage Groups. Here are the written comment from the evaluation forms:

“Very high energy speaker – I like the Socratic Method and find it to be easier to learn that way vs. lecture.”

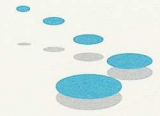
“He lived his instruction ... he engaged us. He walked the talk.”

“Great eye contact and involvement with each of us. Told examples that were meaningful. Took time to remember our businesses and worked topic into discussions. Lots of enthusiasm.”

“Really liked the content. I am a big supporter of ethical based business practices. You did a great job of connecting ethics to the selling process.”

Allen Hauge
Group Chair

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“Valuable information especially during a recession.”

“High energy – great sense of humor, made me feel comfortable. Content excellent ... culture of engagement important and intrinsic motivation of employees.”

“Presentation is actionable. High energy and passion come through. Back half of presentation is excellent because it gives a ‘how to’ blueprint.”

“Presentation style was refreshing and engaging. WOWed Factor was great.”

“Very engaging to keep everyone involved and sharing. Very targeted and applicable.”

Sincerely,

Allen Hauge

Group Chair, Vistage Groups 175, 179 and 963

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